



Black and White Cabs

Norfolk, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, *Virginia Green* encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

Virginia Green Partners are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

Black and White Cabs

"Black and White Cabs provides taxicab service for the residents, businesses and tourists of the area. We provide service to all airports, accept advanced reservations, and provide credit card services upon request. Five ride for the price of one."

Green Statement: "Black and White Cabs is concerned about the environment. We wish to set a positive example and improve efficiency by providing a cleaner and healthier work environment."



CORE ACTIVITIES for all *Virginia Green Partner Organizations*

☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:

- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.
- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Minimize copying and always make 2-sided copies
- Purchase disposable plates/cups/utensils that are made from biodegradable materials

☒ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, batteries, electronic equipment

- Use bulk soap dispensers instead of individual soaps
- Purchase recycled-content paper towels and toilet paper
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Use reused building materials or those from sustainable sources
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles

☒ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Perform preventative maintenance to stop drips and leaks

☒ **Energy Efficiency.** Virginia Green partners are highly encouraged to have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Purchase *EnergyStar* computers, copiers, and appliances
- Use directional (downward-facing) lighting in parking areas and other outdoor areas
- Use fuel efficient vehicles or hybrid vehicles

For more information on **Black and White Cabs**, see www.norfolkblack-whitecabs.com or contact **Damian Grimm** at damiangrimmhrt@hotmail.com.

For more information on *Virginia Green*, see <http://www.deq.state.va.us/p2/viriniagree/homepage.html> or go to www.viriniagreentravel.org.



Virginia Green is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

